

City of Shoreline  
Economic Data  
&  
Strategic Study

Starkie Consulting

City Of Shoreline  
Economic Development Program

**Economic Data and Strategy Study**

December 15, 2001

*prepared by*  
Edward Starkie Consulting  
Portland, Oregon

*Shoreline Economic Data and Strategy Study**City of Shoreline, Washington***Table of Contents**

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*Shoreline Economic Data and Strategy Study*

*City of Shoreline, Washington*

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## **Executive Summary**

The City of Shoreline retained Edward Starkie Consulting for assistance in preparing economic development strategies that revitalize underdeveloped and underutilized commercial areas within its corporate boundaries. While area demographics have shifted toward higher income, the perceived quality of key commercial areas within the City has lagged. The City's Comprehensive Plan has identified ten distinct Neighborhood Centers and seven Commercial Centers. Expectations about the type and quality of development in these centers are changing. The long-term economic development goals for the City are to:

- Enhance the existing business environment in Shoreline;
- Improve the aesthetics of commercial areas to encourage higher quality investment;
- Provide citizens greater choices to live, work, shop and play in Shoreline; and
- Foster a healthier economic base generating increased property value and additional sales revenue.

The purpose of this study is to identify the short and long-term demographic and economic trends that will assist the City of Shoreline in formulating its economic development strategy.

## **Demographics and Employment**

The City of Shoreline has experienced slow but steady growth in households since 1990. Annual household growth over the 10 year period has averaged approximately one percent. At the same time, population growth averaged less than 1%, approximately 0.8% annually. Household size trends in Shoreline follow the national pattern of shrinking household size. If the increment of change is examined, it can be seen that the growth of population is in smaller households that range from 1.54 to 2.2 persons per household with the average at 1.9 persons. Puget Sound Regional Council projections show a rise in households to over 32,000 households by 2030, a rise of over 7,000 households from year 2000 estimates.

The population in Shoreline is aging, with the age group over 45 years rising as a percentage of the total, the group between 25 and 35 falling as a percentage and the group between 35 and 45 remaining roughly the same as a proportion of population.

From 1990 to 2000, average household income rose more than five percent annually, to \$74,203, outstripping inflation by more than two percent per year. The change in income growth indicates a shift from middle income to upper income households over the ten-year period that is expected to continue in the short term. Aggregate income is expected to rise by approximately \$440 million during the five years from 2000 to 2005.

Residents of Shoreline spend approximately 24 percent of total income, or \$436 million, on consumer spending for a variety of retail and service categories. Sales in Shoreline, according to the State of Washington Department of Revenue (DOR) amounted to approximately \$397

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million in year 2000. There are sectors in which Shoreline is drawing business from other areas. These sectors are in Automotive , Home Furnishings (and building materials), and Other Retail. At the same time other sectors lag including apparel. Given future income growth, adjusted for inflation, there may be potential uncaptured sales to support as much as 458,000 square feet of retail and services or to support redevelopment of existing facilities along with infill or development of new space

Current King County data indicate that there are approximately 9,800 private sector employees in Shoreline at a total of 1,134 businesses. PSRC data list approximately 3,800 employees in Government/Education for all of 1999 for a total of over 13,000 jobs. Employment is expected to remain at current levels for the short-term period. PSRC has revised employment estimates, taking the current economy into account and strong growth is not expected until after 2010. Most of the growth that is expected in Shoreline is within the Finance, Insurance, Real Estate (FIRE) sector, with small increases in retail and Government/Education.

**Existing Land Use**

There are 101 private sector office buildings in the City of Shoreline containing approximately 716,000 square feet of space. The median size of these buildings is 3840 square feet, and the average size is approximately 7000 square feet. The majority of this space was built between 1960 and 1979. Most of this space is functionally obsolete for the majority of modern office users.

There are 23 medical/dental offices in the City of Shoreline containing 175,370 square feet of space. The median size of a medical/dental office is 4445 square feet, and the average size is 7600 square feet. This space is not aggregated in any single location, but is scattered on separate commercial sites in the City. There is no central hospital facility.

There are over 2.6 million square feet of retail space in the City of Shoreline. The largest uses are department stores and big box retail with over 1.5 million square feet. Services and entertainment use comprise only 5% of the retail space, while consumers in Shoreline spend almost 10% of their income on these items. The majority of retail space in Shoreline was built before 1970 and is over 30 years old.

There are over 15,400 single-family units in Shoreline. The median value of single family units is approximately \$189,000. There are another 516 duplex and tri-plex units. The average value is approximately \$222,000, with values ranging from \$25,000 to over \$6.5 million. There are approximately 4,900 apartment units in Shoreline. Current average rent for a unit is \$772 per month, compared to the King County average of \$840. Vacancy in Shoreline is equal to King County at 3.9 percent. The majority of apartment units in Shoreline were built between 1970 and 1989 at lower density than other decades. Only three percent of units were built from 1990 to 2000.

*Shoreline Economic Data and Strategy Study**City of Shoreline, Washington***Regional Trends**

The late 1990's office market in the Puget Sound was buoyed by the phenomenal growth of the high-tech sector. Since year 2000, however, the high-tech sector has seen significant downsizing. Given rising vacancy, high construction costs and downward pressure on rents, it is expected that developers will wait to see how the local economy plays out before committing to new construction. The north Seattle market has experienced a small rise in office from back-office users, FIRE and small high-tech tenants looking for lower rents and easier commutes. Over the long term this trend can be expected to continue, but it is unclear whether there will be demand in the short term given that millions of square feet of subleases have become available from the failure of high-tech dot-coms.

Despite employment losses in the high-tech sector (perhaps as many as 25,000 jobs from 2000 forward), households in the Puget Sound region have higher incomes than the national average and retail has remained stable. Retail rents for the region averaged \$20.30 triple net (without expenses included) in 2000. Rents in the Seattle CBD are as high as \$70 per square foot, while in Shoreline typical triple net rents are in the range of \$12 to \$16 per square foot.

In King County the median house price has risen to approximately \$250,000. The high price regionally for single-family units has produced a sustained demand for lower cost single family housing, apartment units and condominiums. The need for multi-family units in Shoreline is projected to rise by approximately 2,200 units by 2010. This projection includes all structures with two or more units. The demand for these units is a result of the region-wide trend in house pricing growth outstripping income growth.

**National Trends**

One of the major trends of the last 15 years has been the reversal of suburban and downtown office markets. Economic expansion in the late 1980's and early 1990's shifted office markets to suburban locations. Starting in 1996, suburban completion rates were more than twice those of downtown areas. The move of office to the suburbs seeks to capitalize the cost of commute times by employees.

High-tech users have created much of the demand for office space in the Seattle area. According to the Urban Land Institute, the emergence of high-tech and its effect on all office users has resulted in different requirements for office than in the past. The needs of modern users dictate either extensive renovation of existing space or development of new space. Typical floor plates to allow open offices start at 10,000 square feet of usable area and current standards for electrical and mechanical systems can make small high-quality projects more costly than medium size projects.

The major national trends in retail over the last two decades have been a consolidation of retail businesses into large national chains that dominate their market niches, and the emerging dominance of discount retailers. This has produced a jaded consumer reaction to malls. As a

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result retailers are looking to new formulations for attracting customers. Among these are mixed-use projects, main street style projects and destination centers incorporating entertainment and evening hours uses. The goal for these new formats is to create a sense of place that people are encouraged to enjoy as they would a public amenity.

The implications for retail in Shoreline are several. First, scattered, low amenity sites will have an increasingly difficult time competing. Second, to create more concentrated sites with amenities will require infill in low density locations and the creation of sufficient public amenity to make the trip and the location worthwhile and more pleasant than other competing centers.

Redevelopment of ailing commercial districts and city neighborhoods has been taking place across the nation. Redevelopment has proceeded through five strategies:

- the creation or enhancement of arts districts;
- the creation of housing in or near commercial areas;
- destination retail or "lifestyle centers;"
- new office and retail/mixed use districts; and
- new open space amenities.

In common with all of the strategies is the concept of "place making" or creating a critical mass of change that can alter local perceptions of the area to be redeveloped.

### **Strategy Implications**

Shoreline developed historically at a series of nodes. The area was considered part of north Seattle, and relied upon Seattle for many civic amenities such as performing arts, museums, restaurants, and shopping. As a result, there is no typical center or downtown in Shoreline.

This historic pattern resulted in the establishment of a number of small local businesses serving local markets, regional and local-serving auto-oriented businesses along Aurora, and two larger centers at Aurora Square and Aurora Village. The local businesses are highly valued by the community and the auto-oriented businesses along Aurora are vital to the tax base of the city. At the same time, there is a stated desire by the citizens of Shoreline for greater choice in retail and services and an enhancement of the environment in which these activities take place.

The desires of the community and the economic and trend information collected suggest a series of strategic planning initiatives that can be undertaken to achieve the goals cited in the Economic Development Program. Among the strategies for fostering continued vitality for Shoreline's business community are:

- Enhancement of Existing Centers
- Aggregation of businesses
- Introduction of higher residential density near retail and services



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- 
- City assistance with the creation of affordable retail and services space
  - Active recruitment of missing retail sectors in redevelopment efforts
  - A long-term strategy for the location of employment centers
  - Coordination of open space with retail centers and neighborhood centers
  - A long-term strategy for resolving parking issues
  - Zoning, regulation and permitting processes that support existing centers

Implementation relies upon community support, planning for change in coordination with the business community, and finding funding sources for development and redevelopment. There are methods for financing improvements that are under local or regional control and others that rely upon national legislation and implementation. A variety of funding programs are available for economic development and are listed in the report. Planning initiatives that simplify development and assist local owners and tenants in making the best of their properties are suggested in the report.

Exhibit G

U.S. Census Bureau  
"Geography Quick Report"  
For  
Shoreline, Washington

## U.S. Census Bureau

## American FactFinder

Main | Search | Feedback | FAQs | Glossary | Help

## Geography Quick Report

## Shoreline, WA \*

Table 1. Statistics by Economic Sector

1997 Population: 51,486

NOTE. Data based on the 1997 Economic Census. For information on confidentiality protection and definitions, see [http://factfinder.census.gov/home/en/datanotes/exp\\_econ97.html](http://factfinder.census.gov/home/en/datanotes/exp_econ97.html).

[Excludes data for auxiliaries. Data in this table are subject to employment-and/or sales-size minimums that vary by geographic level; for more information, see help.

\* NAICS INDUSTRIES is defined as the taxable portion of the Services sectors, the Type of Operation Totals for the Wholesale sector, and all other sectors in the Economic Census]

NAICS Industry Code	Industry Description	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)	Shpmnts/Sales/Recpts (\$1,000)
<b>NAICS INDUSTRIES</b>					
42	Wholesale trade	41	230	8,425	78,446
44-45	Retail trade	124	1,727	31,624	280,739
53	Real estate & rental & leasing	58	185	3,847	25,080
54	Professional, scientific, & technical services	74	159	3,343	11,327
56	Administrative & support & waste management & remediation serv	41	396	6,489	13,889
61	Educational services	7	52	567	1,920
62	Health care & social assistance	111	1,087	26,861	63,729
71	Arts, entertainment, & recreation	10	141	2,388	11,181
72	Accommodation & foodservices	72	9	D	D
81	Other services (except public administration)	77	424	9,600	28,486
<b>MERCHANT WHOLESALERS</b>					

NAICS Industry Code	Industry Description	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)	Shpmts/Sales/Recpts (\$1,000)
42	Wholesale trade	30	c	D	D
<b>MANUFACTURERS' SALES BRANCHES AND SALES OFFICES</b>					
42	Wholesale trade	1	a	D	D
<b>AGENTS, BROKERS, AND COMMISSION MERCHANTS</b>					
42	Wholesale trade	10	b	D	D

Source: U.S. Bureau of the Census, 1997 Economic Census

D: Withheld to avoid disclosing data of individual companies; data are included in higher level totals

N: Not available or not comparable

S: Withheld because estimate did not meet publication standards

Z: Less than half the unit shown

a: 0 - 19 employees

b: 20 - 99 employees

c: 100 - 249 employees

e: 250 - 499 employees

f: 500 - 999 employees

g: 1,000 - 2,499 employees

h: 2,500 - 4,999 employees

i: 5,000 - 9,999 employees

j: 10,000 - 24,999 employees

k: 25,000 - 49,999 employees

l: 50,000 - 99,999 employees

m: 100,000 or more employees

p: 10 to 19 percent estimated

q: 20 to 29 percent estimated

r: Revised

s: Sampling error exceeds 40 percent

The Shoreline Enterprise  
Excerpt from  
July 19, 2002 Edition

# The Enterprise

OneCall Classified

**DRIVING**

REAL ESTATE  
House of the week

SHORELINE

FRIDAY July 19, 2002

## Out & About



### Swinging in the summer

Shoreline's Swinin' Summer's Eve features music by Maya Soleil on July 24.

Page 21

### Dinning Out

Trip to the new Bothell Burgermaster is a trip back in time.

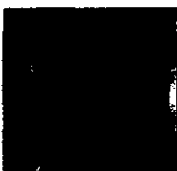
Page 22

### the Movies

Ford gives a rarified performance in "K-9: The Widowmaker."

Page 23

## Sports

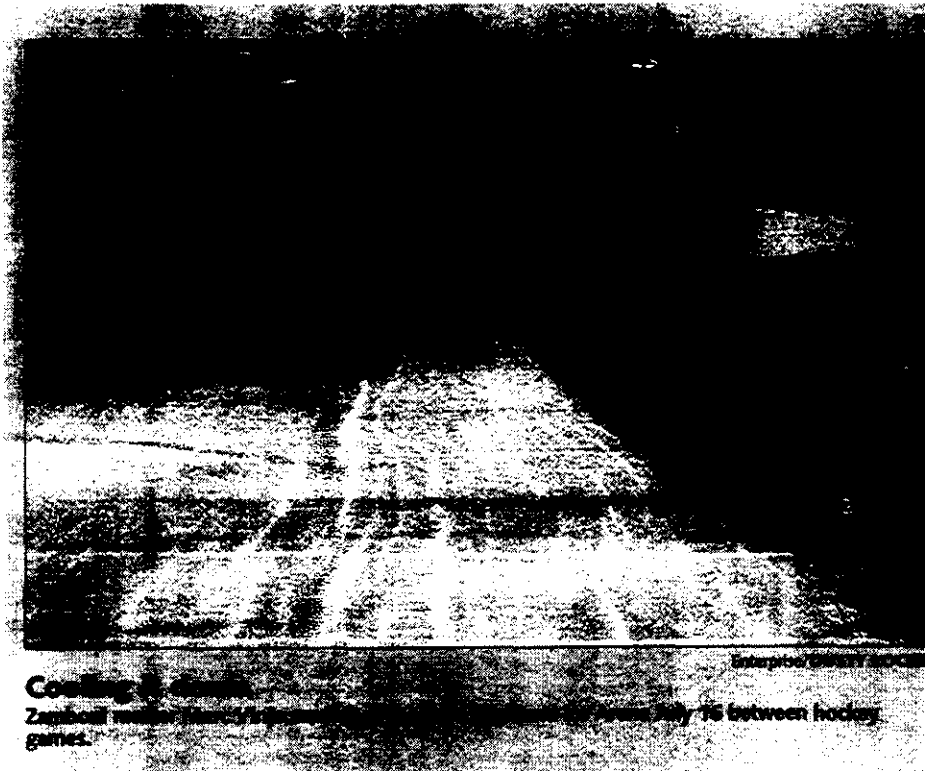


### On ice for the summer

At the Highland Ice Arena, hockey is a popular summertime activity.

Four nights a week the arena offers drop-in adult hockey for those who want to beat the heat. There are both slow and faster paced games.

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### Cooling it down

Zamboni makes hockey fans cool down after games.

## E-mail touted as smoking gun

### Group gets e-mail sent by council member regarding Aegis

By Shannon Middleton  
Enterprise editor

Opponents of the Aegis Assisted Living project are heralding it as a smoking gun.

Recently, the Shoreline Environmental Council got hold of an e-mail from Shoreline Deputy Mayor, then council member, Kevin Grossman to Art Scheunemann, president of the Economic Development Council of Seattle and King County.

The e-mail, from over a year ago, discusses a meeting between city officials and

Dwayne Clarke CEO of Aegis.

The recently formed Environmental Council, includes Janet Way, Tim and Patty Crawford, an Rep. Maralyn Chase (D-Edmonds). Grossman is running against Chase for the Democratic nomination for the 32nd District House seat.

A press release from the Environmental Council charged that because of the e-mail Grossman will have to abstain from voting on the critical areas permit that Aegis is currently applying or on the proposed Development Code changes.

They also claim that a meeting with Aegis violates rules which prohibit contact out side of a public arena.

"From the beginning, once we were in the lawsuit with the city, Ian (Sievers, city attorney) told (the council) they weren't to be talking about it out of exec-

utive session," Patty Crawford said.

But Sievers said that the city was aware of the e-mail that was placed in a folder of correspondence between the city and Aegis in a Freedom of Information Act request by the Crawfords for their suit against the city over the Aegis project.

"There was no reason to exclude it," Sievers said.

Though Sievers said he advised city leaders against the meeting, he said it is not illegal for city officials to meet with the company. He also said that it's not a quasi-judicial matter but rather a legislative one and therefore Grossman will not have to recuse himself from voting.

Bob Meing, a legal consultant with the Municipal Research Service Center, an independent

See E-MAIL, Page 13

## Baby left in local Taco Bell bathroom

Enterprise staff

SHORELINE — On Monday, July 15, an abandoned newborn baby girl was found in a bathroom stall at a Shoreline Taco Bell.

Witnesses said they saw a woman enter the bathroom of the restaurant in the 15000 block of Aurora Avenue N. and a few minutes later they said they could hear the sounds of a newborn baby coming from the bathroom around 3:30 p.m.

Witnesses then went into the bathroom and found the baby on the floor in the disabled person stall. The witnesses cared for the baby until police arrived.

A Shoreline police officer saw a woman she recognized as a local transient walking near the restaurant just before the call had been dispatched to police, according to the King County Sheriff's Office. Witnesses later identified the same woman as the person who had entered the bathroom.

The Shoreline officer who noticed the 39-year-old woman later found her in the 17700 block of Aurora Avenue N. around 7:30 p.m., according to the Sheriff's Office. The woman had bloodstains on her clothing consistent with childbirth and was arrested.

She was booked into the King County Jail for investigation of child abandonment. The baby was transported to Northwest Hospital and King County Sheriff's Office Special Assault Detectives are investigating.



# Schedule of Events!

## Friday, July 26, 1 p.m. to 11 p.m.

- 1 p.m. .... Beer Garden opens
- 4-6:30 p.m. .... Smilin' Scandinavians
- 6 p.m. .... Café on the Terrace-Barbecue
- 7 p.m. .... Tour de Terrace Parade
- 8:30 - 11 p.m. . The Flashbacks

## Saturday, July 27, 8 a.m. to 11 p.m.

- 8 a.m. - noon ..... Lions Pancake Breakfast
  - 8 a.m. - 3 p.m. .... Classic Car Show
  - 9 a.m. .... 5K Run - Kids Fun Run
  - 10 a.m. - noon ..... Jazz for Youth
  - Noon - 1 p.m. .... On the Fringe
  - 1-3:30 p.m. .... Dan Page Band
  - 3:30 - 4 p.m. .... Richard's Tae Kwon Do
  - 4-6 p.m. .... Brian Waite Band
  - 6-8 p.m. .... KBSC Sock Hop
  - 8-11 p.m. .... Tracy Alan Moore as "Elvis"
  - 10:15 p.m. .... Fireworks
- (Approx.)

## Sunday, July 28, 8 a.m. to 6 p.m.

- 8 a.m.-noon ..... Lions Pancake Breakfast
- 11 a.m.-6 p.m. .... Beer Garden
- 11 a.m.-1 p.m. .... Eagle Creek Band
- 1-3 p.m. .... Little Bill and Blue Notes
- 3-3:30 p.m. .... Richard's Tae Kwon Do
- 3:30-6 p.m. .... Cambalache
- 6 p.m. .... Festival Closes

## Beer Garden

Friday, 1 p.m. to 11 p.m.; Saturday, 10 a.m. to 11 p.m.; Sunday, 11 a.m. to 6 p.m.

## Carnival

Thursday-Sunday, 10 a.m. to 11 p.m.

## Every Day

Lots of food, live music, craft booths, inflatable, train rides, putt golf

**See You There!**

## Shoreline gateways meeting

One of the Shoreline City Council's goals for 2002-2003 is to develop a gateway concept that can be used at entry points along Shoreline's boundary. Gateways not only act as landmarks, welcoming visitors and establishing a location, but reflect and enhance a sense of community.

Shoreline already has a number of "Welcome to Shoreline" signs along its boundaries, as well as signs identifying specific neighborhoods. There are also two more elaborate Shoreline "gateways" at N. 145th and Aurora and at 15th Ave. NE and N. 175th St., both built in conjunction with new Walgreens stores. Now, Shoreline is developing an overall concept to apply to other gateways into the city.

Shoreline residents are invited to the first of two Gateway Workshops on Thursday, July 25. Co-hosted by the Shoreline Planning Commission and Parks, Recreation and Cultural

Services (PRCS) Advisory Committee, the workshop will start at 7 p.m. in the Board Room of the Shoreline Conference Center, 18560 First Ave. NE, Shoreline.

The first part of the workshop will be an open house with displays featuring information about potential locations for residential and major gateways; ideas for three levels of design concepts for each including rough cost; and the city's budget for the project. Staff will be on hand to answer questions and Planning Commission and PRCS Advisory Committee members will mingle to discuss ideas with those attending.

The workshop will conclude with a round table discussion with the Planning Commission and PRCS Advisory Committee to set priorities that will direct the next steps in the design process. For more information, call Andrea Spencer at 206-546-1418.

## Edmonds works on parks funds

Metro King County Council member Carolyn Edmonds, chair of the Natural Resources, Parks and Open Space Committee, is working on meeting the challenges facing the King County Parks system. She said she appreciated the recommendations made by the King County Active Sports and Youth Recreation (ASpYRe) Commission when they briefed the committee this week.

"The commission's report

reinforces my belief that King County plays an important role in the numerous recreational activities in our community," Edmonds said.

Public-private partnerships, naming rights and corporate sponsorships, and working with user groups are among the recommendations made by the commission, which was created in 2000 to develop a regional approach to the active sports and youth recreation needs in King County.



## Family Dentistry

by Princeton L. Co, D.D.S., PLLC

## WHITE FILLINGS

Not only are composites (white fillings) more aesthetically appealing, but they also offer functional advantages over traditional amalgam (silver) dental fillings. Composites are physically and chemically bonded to the sides of the teeth, thereby reducing secondary decay as bacteria cannot get between the filling and the tooth. The bond also holds the filling in the mouth, which means that only the decayed tooth substance has to be removed during restoration. Amalgam, on the other hand, requires more extensive removal and undercutting of healthy tooth to prevent the silver filling from falling out. Composite bonds also hold the sides of the prepared tooth together and replace up to 82.3% of the tooth's structural integrity, while amalgam merely occupies the space.

The many faces of cosmetic dentistry all work toward the same goal: to provide you with more reasons than ever before to break into a smile. Teeth with decay on visible surfaces, as well as discolored, unattractive, and chipped teeth can all be dealt with through the various cosmetic procedures available today, including composite fillings, bonding, porcelain laminates, whitening, and other smile enhancements. Maximize your options for a dazzling smile. Call Dr. Co at SHORELINE DENTAL at (206) 542-8474. We're located at 1308 North 175th Street, #114.

P.S. Composite fillings are made of plastic resin and a filler of finely ground glass-like particles.

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Enterprise/DUSTY LOCKE  
Miles Haag successfully dunks police officer Rob Gross during the 2001 LFP Picnic in the Park.

## LFP Picnic in the Park is July 26-27

Enterprise staff

Lake Forest Park's sixth annual Picnic in the Park kicks off on Friday, July 26.

Each year the city takes time to celebrate the life of the community and the merchants. The Towne Centre have teamed up with the city and other volunteers to create the event.

The picnic opens with Metro Lunda playing in the lower parking lot of the Towne Centre from 7 to 9 p.m. Music includes swing, country and classic rock and roll.

Then on Saturday, July 27, the Rotary Family Pancake Breakfast takes place from 8 to 11 a.m. At 10 a.m. the Children's Parade from Animal Acres to the Towne Centre begins.

After the parade, there are three levels of activities to choose from.

In the upper parking lot there is a children's festival, including slides and bouncers, Amana the Clown, games and children's booths.

At Third Place Commons, there's a health festival with 20-plus health vendors providing demonstrations.

In the lower parking lot, community and vendor booths will be set up and used library books will be for sale. Food and crafts will also be available. On stage there will be music and performances by local karate and ballet groups.

The Cascade Bike Club will also be selling and fitting helmets and offering safety tips. The police and fire departments will have demonstrations and there will be 130 compost bins given away.

To wrap the day up, live music will be performed by the Jack Brownlow Trio, a piano jazz group, starting at 8 p.m.

### TERESA CASTNER, DDS

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We are currently welcoming new patients at our new Harbor Square facility.

## Code change hearing continues

### Decision not expected until September

By Shannon Middleton  
Enterprise editor

**SHORELINE** — One of Shoreline's most controversial environmental issues continues to smolder.

The public hearing before the Shoreline Planning Commission regarding the proposed Development Code changes continued Thursday, July 11.

The code changes are designed to clarify property and environmental rights, according to Tim Stewart, planning director for the city. He said at an earlier meeting in

June that the changes would help eliminate potential conflicts with state and federal laws.

City Manager Steve Burkett said outside of the hearing, that unlike many environmentalist claim the city "is not out to destroy fish."

"That's not our goal," he said. "We want to clarify definitions so vague and liberal that we won't be able to build in the urban growth boundary."

"To me, it's much better to preserve undeveloped area and prevent sprawl."

But residents and environmental officials who testified disagreed.

Chris Eggen of Shoreline presented the commission with a letter that contains research he conducted on other cities' codes and counties' development

He said that of 11 different codes that he compared with the proposed change, none removed stream protection from all artificially created waterways or decreased protection of the stream traversing a pond or wetland. And none eliminated protection of the stream based solely on protection of a critical priority species or potential use by wild salmonids as he said the changes would do.

He urged the commission to keep the current development code as it is.

Mark Goldsmith of the Department of Fish and Wildlife, whose main job it is to review Growth Management Act proposals, said that most of the proposals he receives from cities tend to be positive or neutral. But Shoreline's proposals

See **CODE**, Page 4

## Charlotte Haines Appointed New Commissioner



Charlotte Haines was sworn in as Commissioner July 3, 2002

At its July 2, 2002 regular Board of Commissioners meeting, Shoreline Water District Commissioners Bob Chute and Ron Ricker appointed Charlotte Haines to fill the third Commissioner seat recently vacated by the resignation of Mike Harrigan.

Charlotte Haines, a forty year resident and customer of Shoreline submitted her application because of her interest in future water quality compliance, resource development, growth and services.

*As a Commissioner, I would encourage the continuation of community involvement as an important adjunct along with the current high level of customer service and availability being provided by the District's Board and staff.*

—Charlotte Haines

Charlotte Haines has spent many hours over the past years involved in our community. Her activities include being president of the North City Neighborhood Association, a member of the City of Shoreline Council of Neighborhoods and the Celebrate Shoreline Parade Committee.

The District is pleased to have a person with her background and willingness to serve as part of our team.

Please feel free to contact her directly at [charlotteh@shorelinewater.org](mailto:charlotteh@shorelinewater.org)

The Board meets every month on the first and third Tuesdays at 6p.m. at the water district's administration building located at 1519 NE 177th Street.





Exhibit I

City of Shoreline Web Pages  
And  
*Currents*, the City of Shoreline Newsletter



Home  
Page



News & Public  
Notices



Shoreline  
City Hall



Parks &  
Recreation



City  
Directory



About  
Shoreline



## Welcome To Shoreline, Washington!

Located amid the natural beauty of Western Washington 15 miles from downtown Seattle, the City of Shoreline combines urban opportunities with suburban convenience. Although it is a new City, Shoreline boasts a rich history, abundant parks, strong neighborhoods and a respected school district. With more than 53,000 residents, Shoreline is Washington's thirteenth largest city.

## What's New in Shoreline

### **Aurora DEIS/EA Available**

The Draft Environmental Impact Statement and Environmental Assessment for the Aurora Corridor Project N. 145th to 165th Streets is now available for review and public comment.

### **Brightwater Conveyance Seminar July 25**

Keep on top of what's going on with Brightwater, King County's new wastewater treatment facility and conveyance system.

### **2002 First Quarter Financial Report**

The City of Shoreline's financial report for the first quarter 2002 is now available for review.

### **City Council Work Plan 2002-03**

Each year the Shoreline City Council develops a Work Plan to guide the City towards its goals.

### Search Form

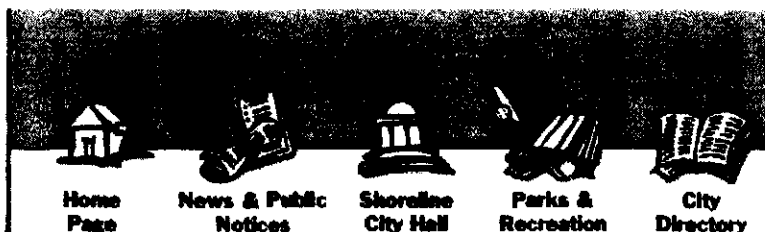
### City Departments

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TTY (206) 546-0457  
[Customer Response Form](#)  
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**Location & Map**

**Quick Facts**

**Shoreline History**

## Welcome To Shoreline

Although it is a new city, Shoreline boasts a unique history and character derived from original settlements dating back to the late 1800s. The quality that drew early settlers to the area remains dominant to this day: location. The City of Shoreline offers classic Puget Sound beauty and the convenience of suburban living with the attractions of nearby urban opportunities.



Sculptures welcome visitors to the City of Shoreline



Richmond Beach overlooks the Puget Sound & Olympic Mountains

Before becoming a city in 1995, the City of Shoreline was an island of unincorporated King County surrounded by the older cities of Seattle, Edmonds, Woodway and Lake Forest Park. Covering 11.5 square miles, Shoreline is Washington's thirteenth largest city with more than 53,000 residents. It is primarily residential with more than 70 percent of the households being single-family residences. Over the years, the Shoreline community has developed a reputation for strong neighborhoods, excellent schools and abundant parks.



  
Parks & gardens encompass  
over 330 acres in Shoreline

The City of Shoreline operates as a code city under the laws of the State of Washington with a Council-Manager form of government. The City's seven part-time elected Councilmembers choose a Mayor and Deputy Mayor from among their members. More than 100 employees work for the City and Shoreline's budget for 2002 is \$48.3 million.

# CITY OF SHORELINE CURRENTS

June 2002 Vol. 4 No. 3

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in Shoreline**

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## Residents Survey: Shoreline residents describe City as friendly and safe

"Excellent schools." "Small-town feeling." "Friendly." These are just a few of the ways Shoreline residents defined their City recently.

As part of the 2002 City of Shoreline's Survey of Residents, 400 residents were asked in January to share their views on the quality of life in Shoreline, how the City communicates with its residents and how satisfied they are with City services.

The City's first survey was conducted in 1997 as part of the Citizen Involvement and Communications Advisory Committee process. This year's study provides updated information about residents' needs, concerns, satisfaction and attitudes about services and community issues.

"The survey is a valuable tool for us," explains City Manager Steve Burkett. "We want residents to know we are listening. The information they share with us allows us to make strategic changes and improvements in City services and even add new ones. By asking for regular feedback, we can also measure our progress toward achieving City goals."

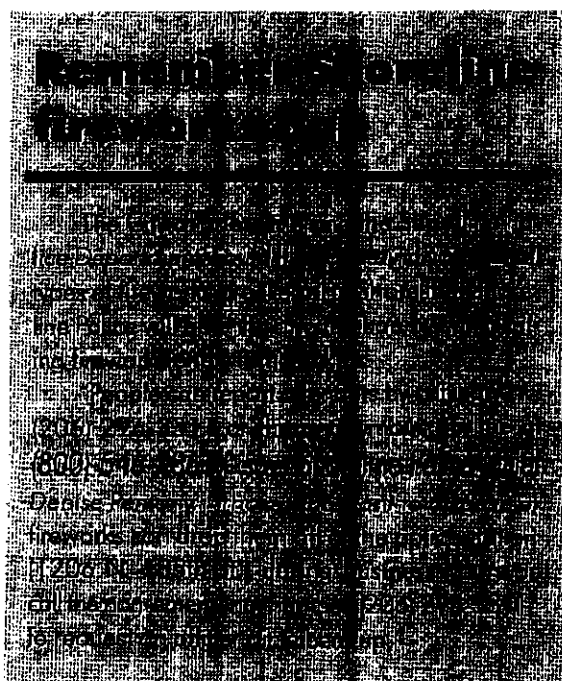
Survey results show that residents generally have a positive

view of the quality of life, safety, communications and services in Shoreline.

Respondents ranked the following issues in order of importance:

- Finishing the Aurora Corridor Project 13%
- Repair the roads/fill potholes 13%
- Improve traffic problems 12%
- Improve pedestrian safety 11%
- Control growth 10%

See **Survey Results** page 5



## Welcome Bob Olander as Deputy City Manager

The City of Shoreline has hired Robert Olander as Deputy City Manager from a pool of 130 candidates. His first day was May 20.

The Deputy City Manager position replaces the Assistant to the City Manager position formerly held by Kristoff Bauer who left in January to accept the Assistant City Manager position in Billings, Montana.

Olander will assist the City Manager in leadership and management of the City operations. He will also directly supervise the Planning and Development Services Department, the Public Works Department and the Parks, Recreation and Cultural Services Department, as well as take the lead on major City projects.

"Bob is a very good match for our community and what we are trying to achieve in our organization," says Burkett. "His passion for municipal service that focuses on the customer is just what we were looking for in a Deputy City Manager."

Olander's past experience includes nearly 30 years in city government. He has been the City Manager for Des Moines since 1996 following eight years as Assistant City Manager. He has also served as City Manager for Ocean Shores and Anacortes.

"We are fortunate to be able to attract someone with Bob's experience, knowledge and skills,"

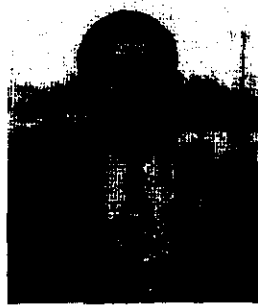
says Burkett. "He is also knowledgeable about our region and issues due to his depth of experience with Washington cities."

Olander says he is looking forward to the opportunity to assist in developing a progressive, innovative and service-oriented city team.

"Developing a great service team is one of the most exciting and rewarding aspects of municipal service," explains Olander.

"Shoreline faces major opportunities and challenges to develop services and capital infrastructure responsive to the needs of its residents and I welcome the chance to be part of this exciting and dynamic process."

Olander holds a Bachelor of Arts in Political Science from the University of California Santa Barbara and a Masters of Public Administration from the University of Washington.



Deputy City Manager  
Robert Olander

### Walk, drive, ride safely

The City of Shoreline and Shoreline Police Department have created a booklet titled "How You Can Stay Safe While Walking, Driving and Bicycling."

The booklet is available in English and Spanish. It provides information on walking, driving and bicycling safely. It also includes information on the City's pedestrian and bicycle programs.

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# CURRENTS

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## City Council develops 2002-2003 Work Plan

Each year, the City Council holds a retreat with the City Manager and department directors to determine the focus for the upcoming budget cycle. The City Council Work Plan sets goals for the coming year that prioritize how City resources are used. These goals help measure City success and accomplishments, and are designed to further the community's vision.

During this year's retreat, the City also reviewed and revised the vision and listed critical success factors to reaching that vision.

"As we reviewed the original vision developed by the community, it was good to note our accomplishments and our goals for this year still reflect that vision," says Shoreline Mayor Scott Jepsen.

Where the City Council Work Plan details specific goals, the Vision and Values direct the formation of those goals.

"It's essential to have in writing what we agree upon as a City Council," says Councilmember Rich Gustafson. "The goals and values not only act as a yardstick against which we can measure success, but give us something to refer back to when making decisions."

The group at the retreat also defined "Critical Success Factors" -- those conditions that are vital and necessary to the success of the City not only as an organization, but as a community.

### 2002-2003 City Council Work Plan

1. Work towards completion of Aurora Corridor and Interurban Trail projects

2. Implement the economic development program
3. Improve parks, streets and drainage systems
  - North City/15<sup>th</sup> Avenue NE
  - Ronald Bog Drainage
  - 3<sup>rd</sup> Avenue Drainage
  - Review the Parks Master Plan
4. Implement City Hall plan
5. Support and pursue King County's proposed improvements to the solid waste transfer station
6. Evaluate the financial options to acquire and land bank property intended for redevelopment
7. Establish a Shoreline Citizen's Bond Advisory Committee to review and make recommendations regarding financing City capital improvements
8. Develop a water quality and environmental program to comply with state and federal regulations
9. Implement Gateway Master Plan to enhance community identity

### Our Vision

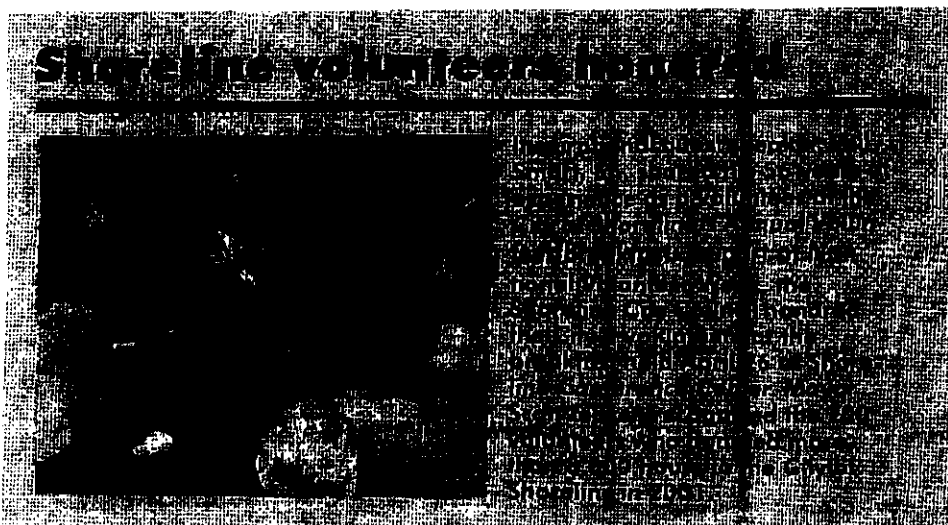
Shoreline! The best place to live, learn, work and play. A place to live your dream.

### In Shoreline, we value:

- Our respect for each other
- Safe places to live and work
- Quality learning opportunities for all ages
- Pride in our neighborhoods and community
- Our outdoor and recreational opportunities
- Volunteers and community participation
- Social and economic diversity
- Our town-oriented, personalized customer service

### Critical Success Factors

- Healthy vibrant neighborhoods
- Economic vitality and financial stability
- Quality services and facilities
- Innovative leadership and strategic planning
- Community alliances and partnerships
- Effective community relations and communications
- Professional and committed workforce



## Summer events offer something for everyone

### Celebrate Shoreline

**Saturday, Aug. 17**

**9 a.m. – 5 p.m.**

Help the City of Shoreline celebrate its 7<sup>th</sup> birthday with free fun for the whole family.

The Parade begins at 11 a.m. and will travel south on 15<sup>th</sup> Ave. NE between 180<sup>th</sup> and 165<sup>th</sup> Streets. It will disperse on 165<sup>th</sup> St. at Ridgecrest Elementary School, the site of the Celebrate Shoreline Festival. The Festival is open until 5 p.m. and will feature food vendors, community booths, outdoor music and a children's area.

A Cruise in Car Show gets rolling at 11:30 a.m. at Ridgecrest Elementary School. Check out some really cool cars until 5 p.m. Sponsored by the Shoreline Historical Museum.

The Rotary Fun Run kicks off at 9 a.m., with registration beginning at 7:45 a.m. The 5K Run/Walk and 10K Run begins and ends at the Shoreline Stadium. This event is sponsored by the Shoreline Rotary Clubs with proceeds going to youth programs. Register online at [www.ontherun.com](http://www.ontherun.com) or call Allen Anderson, Event Coordinator at (425) 787-6868.

Celebrate Shoreline is brought to you by the City of Shoreline, Parks, Recreation and Cultural Services Department. For more information about this event, call (206) 546-5041 or visit our Web site at: [www.cityofshoreline.com](http://www.cityofshoreline.com).

juried arts and crafts show and food. For more information, call (206) 417-4645.

### Swingin' Summer Eve

**Wednesday, July 24**

**5:30 – 8:30 p.m.**

**Cromwell Park  
Meridian Ave.  
and 179<sup>th</sup> St.**

Join the City of Shoreline and the Shoreline/Lake Forest Park Arts Council for a free concert and community BBQ at Cromwell Park. Come taste the culinary talents of the Shoreline firefighters at the Shoreline Fire District-sponsored BBQ. Before or after dinner, the kids can ride on a replica fire truck and play on inflatables and bounce games. The whole family will enjoy a performance of high-energy world music from Maya Soleil. For more information, call (206) 546-5041.

### Tuesday Lunchtime Music Series

**Noon to 1 p.m.**

- July 9: Richmond Beach Saltwater Park (2021 NW 190th St.), Urban Oasis, Brazilian Samba, Bossa Nova, Jazz and Funk
- July 16: Hamlin Park (16006 15th Ave. NE), Duwamish Dixieland Band, New Orleans style
- July 23: Richmond Beach Saltwater Park, Morning Star Dancers, Korean Dance and Music
- July 30: Hamlin Park, Kaze



Daiko, Japanese Taiko Drumming

- August 6: Richmond Beach Saltwater Park, Filucies, good-time family fun band

For more information, call Shoreline at (206) 546-5041.

### Wednesday Concerts in the Parks

**7 to 8 p.m.**

- July 10: Animal Acres Park (NE 178th and Brookside Blvd.), LFP, Toucans, Steel drum music
- July 17: Cromwell Park (N. 179th St. & Meridian Ave.), File Gumbo, Zydeco and Cajun
- July 24: Cromwell Park, Maya Soleil, Afro world fusion music
- July 31: Cromwell Park, Jo Miller and the Burly Roughnecks, Rockabilly country
- Aug. 7: Richmond Beach Saltwater Park, Nick Vigarino's Meantown Blues
- Aug 14: Richmond Beach Saltwater Park, Crossfire, Bluegrass music
- Aug 21: Richmond Beach Saltwater Park, Portage Bay Big Band

Call the Shoreline/LFP Arts Council at (206) 417-4645 for more information.

### Shoreline Arts Festival

**Sat., June 29, 10 a.m. - 7 p.m.**

**Sun., June 30, 10 a.m. - 5 p.m.**

**Shoreline Conference Center  
18560 1st Ave. NE**

The Shoreline Arts Festival, sponsored by the Shoreline/Lake Forest Park Arts Council, offers two full days of art fun for all ages. The festival includes live music, dance and theater performances, hands-on art projects, a



## CURRENTS

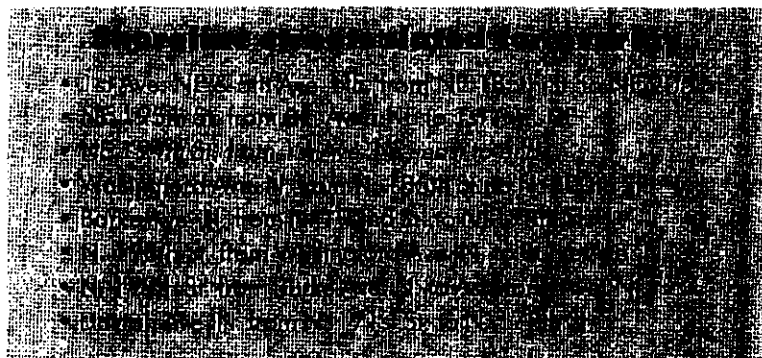
5

### Shoreline streets get new surface this summer

Thanks to Shoreline's annual Overlay Program, 14.35 lane miles of City streets will end this summer with a new surface.

Soon after incorporation, the City Council made this program a top priority to bring Shoreline streets up to better standards. At its May 13 meeting, the City Council authorized contracting with King County to do the paving. For the past three years, \$700,000 has been devoted to the project in the Capital Improvement Program budget.

Street resurfacing is prioritized based on a 1999 comprehensive technical evaluation of the surface and structural distress of all Shoreline roads. This year the evalua-



tion will be updated to prioritize resurfacing projects for the next three to five years.

Most of the overlay work planned for this summer is in the Echo Lake neighborhood. The City will distribute flyers to residences and businesses along roads receiving treatment. A

complete list of streets marked for overlay is available on Shoreline's Web site at [www.cityofshoreline.com](http://www.cityofshoreline.com) under the Public Works Department Street Maintenance page. For more information, contact the Shoreline Customer Response Team at (206) 546-1700.

### City of Shoreline residents survey *from page 1*

- Improve quality and appearance of businesses on Aurora 9%
- More parks 8%
- More activities for teens 7%

#### City Services

The following City services were given high marks by a majority of residents: 911 emergency service, garbage collection and the appearance, maintenance and number of parks. Most in need of improvement were: sidewalks, street lighting, street repair, planning and zoning, neighborhood patrols and traffic signal timing.

#### Communications

Most residents feel the City is doing a good job of keeping them informed (73%). They identified the following as their information sources: City mailings (50%), the Shoreline Enterprise (50%), gov-

ernment access channel (31%) and the City newsletter, *Currents* (23%).

#### Safety

Almost all respondents (98%) said they feel very or somewhat safe walking in their neighborhoods in the daytime, with 70% feeling safe in the evenings.

#### Aurora Corridor Project

Most residents (84%) knew about the Aurora Corridor Project, and 71% identified the following benefits of the project: make Aurora more attractive, improve traffic flow and pedestrian safety, improve general safety, attract more/nicer businesses, make area less "seedy." Concerns included: too

expensive, more difficult to turn into businesses, will eliminate businesses, will slow traffic, will not get rid of "seedy" businesses and will take too long.

#### Street Lighting

Of those surveyed, 90% said they are very or somewhat satisfied with the level of lighting on major arterials. In neighborhoods, 62% were very or somewhat satisfied, while 36% say they are not satisfied with neighborhood street lighting.

The survey results report is available on the City of Shoreline Web site, [www.cityofshoreline.com](http://www.cityofshoreline.com). For more information about the Survey of Residents, please call Communications and Intergovernmental Relations Director Joyce Nichols at (206) 546-0779.

## Public safety remains strong in 2001 report

The results are in: Shoreline citizens are satisfied with police services and feel safe in their neighborhoods. These findings and other information from the second annual Police Service Efforts and Accomplishments (SEA) Report were recently presented to the City Council by the Shoreline Police Department.

The report provides a scorecard of the City's public safety and police service. It blends crime trend and workload data, examines citizen satisfaction and concerns with police, and measures perceptions of safety in the community. Survey results are used to compare Shoreline with cities of like population and community makeup to better understand police service strengths and weaknesses.

"Our ongoing goals are to reduce crime and the fear of crime and to provide high-quality, cost-effective and accountable service to the people of Shoreline," says Police Chief Denise Pentony. "Based on the favorable results of the survey, we're doing a pretty good job. We're especially proud that out of 29,428 police contacts, there were only three complaints last year. This data becomes our benchmark to measure our performance."

Shoreline Police have initiated and continued several problem-solving projects since 2001 to address citizen concerns, reduce crime and to create a more efficient and effective workforce. For instance, the 2001 survey revealed that police could improve service by establishing more Block Watch programs and foster com-

munication with residents by providing better follow-through information, especially to reporting parties. The Department now provides newsletters, meetings and training for the community. Police are also adopting an Auto Theft Reduction program and have partnered with a statewide taskforce to reduce auto theft in the community.

Below are other key findings of the 2001 Police Service Efforts and Accomplishments (SEA) survey:

- Shoreline's crime rate remains below the national average. Crime increased from 32.6 incidents per 1,000 residents in 2000 to 36.14 crimes in 2001. The increase was due to more nonviolent property crimes, such as a 40 percent increase in residential burglary, a 24 percent increase in auto thefts, and an 18.5 percent increase in larcenies (theft). The violent crime rate did not increase.

The most common crimes in Shoreline are in order: theft, vandalism, auto theft, residential burglary, assault, forgery/fraud, and driving under the influence.

- Rape was down 23.8 percent, aggravated assault was down 27.7 percent, and arsons declined by 28.6 percent. There was no change in the homicide rate.

- Police response time to critical 911 calls was 3.61 minutes. Response times to priority one calls were 6.41 minutes and times to priority two calls were 10.02 minutes, exceeding performance standards. Less than one percent of

Shoreline residents would like to see an improvement in police response times.

- Fewer traffic citations were issued in 2001 (17.3 percent). Dispatched calls were down slightly, at 13,659 calls for 2001. For the past three years, Shoreline has benefited from the Communications Center (911) staff taking "phone in" reports. This program has freed up time for officers to engage in proactive policing.

- Ninety-six percent of residents feel safe/very safe in their neighborhoods during the day, and 66.3 percent feel safe/very safe at night.

- The injury accident rate decreased by 9.8 percent (from 256 accidents in 2000 to 231 in 2001). Non-injury accidents increased by 3.8 percent and hit and run injury accidents decreased by 15.4 percent while non-injury rates increased by 27.8 percent.

- The City's False Alarm Ordinance was implemented in August 2001 to reduce repeat false alarm calls. In just six months, alarms were reduced in all areas by 31.5 percent, and 182 alarm citations were issued in a nine-month period with fines totaling \$10,400.

- The number of self-initiated and dispatched calls for service was 29,428 in 2001. Only three citizen complaints were filed against Shoreline officers. This is equal to .10 percent complaints per 1,000 police contacts. This extremely low number indicates citizens' satisfaction with police contacts.

See **Police Results** page 7